

## ***Land Use***

Land use refers to the physical patterns of activities and functions within an area. Traffic demand on a road often can be attributed to adjacent land use. For example, a shopping center generates larger traffic volumes than a residential area. The spatial distribution of different types of land uses is a predominant determinant of when, where, and to what extent traffic congestion occurs. The travel demand between different land uses and the resulting impact on traffic conditions varies depending on the size, type, intensity, and spatial separation of development. Even commercial and residential traffic generation patterns have different peaks based on the time of day and the day of the week. Figure 3 depicts the Town of Swansboro's existing land use plan.

For transportation planning purposes, land use is divided into the following categories:

- Residential: All land is devoted to the housing of people, with the exception of hotels and motels.
- Commercial: All land is devoted to retail trade including consumer and business services and their offices; this may be further stratified into retail and special retail classifications. Special retail would include high-traffic establishments, such as fast food restaurants and service stations; all other commercial establishments would be considered retail.
- Industrial: All land is devoted to the manufacturing, storage, warehousing, and transportation of products.
- Public: All land is devoted to social, religious, educational, cultural, and political activities; this would include the office and service employment establishments.
- Agricultural: All land is devoted to the use of buildings or structures for the raising of non-domestic animals and/or growing of plants for food and other production.

Anticipated future land development is a logical extension of the present spatial land use distribution. Determination of where expected growth is to occur within the planning area facilitates the location of proposed thoroughfares or the improvements of existing thoroughfares. Areas of expected development and growth is described below:

Residential – With the anticipation of extended sewer service, future residential development is expected to concentrate in the southern portion of the planning area, along Hammock Beach Rd. (SR 1511) and Old Hammock Rd. (SR 1512). Similarly, Town Staff expects residential growth to continue with the second phase of sewer expansion in the area of Norris Road (SR 1445) and Swansboro Loop (SR 1444).

Commercial/Retail – Commercial land use is currently concentrated along NC 24 (Corbett Ave.) through Town and in the downtown area. These areas are currently developed with shopping centers and some strip commercialization. Future development is expected to continue along the NC 24 corridor.